

# Introduction to the Marketing Kit

## Article Number

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## Information

You want to market Engage - but, where do you start? We have created and compiled these resources to help you determine how to launch and market Engage to your campus community. Our goal is to help you more efficiently launch Engage on your campus, increase adoption and maximize your returns, and explore new opportunities for marketing.

Why is marketing important? We know you've invested your time, money, and energy in Engage. We want to capitalize on your investment by setting you up to get returns as quickly and effectively as possible. This marketing kit is designed to help you make the most out of your investment, engage stakeholders, and drive adoption across campus. In this marketing kit, we will:

- Provide you with a variety of resources designed by us and our partner campuses
  - Show you the basics of marketing, how to do it, and how to be successful
  - Lay out a framework for building a successful marketing strategy
  - Share best practices for marketing Engage to your users
  - Offer a library of sample resources that you can utilize
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## KB Product

Engage

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## Title

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